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billing

Universal Presents "McHALE'S NAVY" In COLOR starring ERNEST BORGNINE co-starring JOE FLYNN TIM CONWAY and CARL BALLANTINE GARY VINSON BILLY SANDS EDSON STROLL GAVIN MACLEOD JOHN WRIGHT YOSHIO YODA **BOB HASTINGS** with

CLAUDINE LONGET **JEAN WILLES** GEORGE KENNEDY MARCEL HILLAIRE Screenplay by FRANK GILL, JR. and G. CARLETON BROWN Story by SI ROSE

Produced and Directed by EDWARD J. MONTAGNE Associate Producer SI ROSE A Universal Picture

the cast

Lt. Com. McHale ERNEST BORGNINE Capt. Binghamton.....JOE FLYNN

Ensign Charles Parker TIM CONWAY

Lester Gruber
CARL BALLANTINE "Happy" Hanes

GAVIN MACLEOD "Christy" Christopher

GARY VINSON "Tinker" Bell.......BILLY SANDS Willy Moss......JOHN WRIGHT FugiYOSHIO YODA Lt. Carpenter......BOB HASTINGS AndreaCLAUDINE LONGET MargotJEAN WILLES

GEORGE KENNEDY Chief of Police
MARCEL HILLAIRE

the staff

Director of Photography, William Margulies, A.S.C.; Unit Production Manager, Wallace Worsley; Art Directors, Alexander Golitzen and Russell Kimball; Film Editor, Sam E. Waxman, A.C.E.; Set Decorations, John McCarthy, James S. Redd; Sound, Waldon O. Watson, Earl Cran, Sr.; Costumes, Helen Colvig; Make-up, Bud Westmire; Hair Stylist, Larry Germain; Assistant Director, Phil Bowles; Music, Jerry Fielding.

the story

(Not For Publication) The men under the PT boat command of Lt. Com. Quinton McHale (ERNEST BORGNINE) stationed on the South Pacific island of Taratupa during World War II have a reputation for doing things the "McHale" way first and the Navy's way second. Their philosophy of strife is to get their jobs done as soon as possible and to use the rest of their waking hours for pleasure and profit. This view is in direct opposition to one held by their by-the-book captain Wallace B. Binghamton (JOE FLYNN) whose goal in life is to whip McHale's men into shape first and to whip the Japanese second. McHale's PT 73 crew has figured out a way to make money from delayed race track results flown in once a week by Navy plane from Australia. Under the direct supervision of Torpedoman Lester Gruber (CARL BALLAN-TINE) they recreate the race with pretty hula girls after taking bets at track odds from excitement-hungry sailors and marines. The gimmick fails. The favorite, Silver Spots, runs true to racing forms and cleans 'em out. Had it not been for a surprise visit from Captain Binghamton, the men would have had to pay out \$2,000 on the spot. Luckily, the marines have to scatter. Binghamton orders McHale to ComFleet for a meeting. On the way back, the crew decides to head for New Caledonia, have their skipper borrow some money and have Gruber win back the \$2,000 at the crap tables. In the Casino Royale at Noumea, McHale seeks out its beauteous owner Margot Monet (JEAN WILLES) for a \$2,000

"McHale's Navy" Has Audiences Rolling In The Isles (Pacific) At 1st Full-Length Motion Picture Color Comedy



"McHALE'S NAVY" (2-F)

It's a parade of laughs as "McHale's Navy" celebrates Bastille Day rench town. In this scene from Universal Pictures' first fulllength motion picture based on the popular television comedy series, are (left to right) Ernest Borgnine, Joe Flynn, Bob Hastings, Tim Conway and Claudine Longet. Academy Award winner Borgnine headlines in the title role, with Flynn and Conway co-starring. The film is in color. (Still No. 1948-106)

"McHale's Navy" In

(Advance)

length motion picture theatre ver-

sion of the TV comedy series -

rated as the No. 1 show for the

past two years on the ABC-TV

network, comes to the screen of

the Theatre start-

nine, Joe Flynn and Tim Conway

starring in the laugh-packed color

film. The Universal Picture was

produced and directed by Ed

Montagne who does similar duties

HAND(Y) MAN

Edward Montagne, who pro-

duced and directed the "Mc-

Hale's Navy" full-length color

comedy feature, and now on

the screen of the.....Theatre,

decided to try his hand at act-

A racetrack sequence in the

Universal Picture required a

pickpocket's hand to be caught

by the camera lifting Ernest

The hand was played by Mr.

on the television series.

ing as well.

Montagne.

Borgnine's wallet.

..., with Ernest Borg-

"McHale's Navy," the feature-

Full-Length Film

"McHale's Navy" Is Now A Movie Theatre Feature

(Advance)

They're in the movies now! From television, where it has been the top-rated comedy show on the ABC-TV network for the past two years, comes "McHale's Navy," with Ernest Borgnine and his entire crew rising to new heights of hilarity in their first full-length motion picture!

Filmed in color, the ninety minute comedy is set to open on the screen of the Theatre.

Headed by Ernie Borgnine as the most unusual commander of the Navy's PT 73, Joe Flynn, the frustrated captain, and Tim Conway as the bumbling, scatterbrained ensign, "McHale's Navy" has never been so funny as they are on the theatre's big screen. They are aided and abetted in their sea and island capers by an all-star cast, including Claudine Longet and Jean Willes in the top feminine roles.

The Universal Picture was produced and directed by Edward J. Montagne, with Si Rose as associate producer.

loan. She agrees, with one condition, namely that McHale repays the loan by marrying her. McHale says no dice, walks away in time to see Gruber lose the crew's temporary bankroll on a crooked table. A melee breaks out. The men flee towards the PT boat where Ensign Charles Parker (TIM CONWAY) stands guard. Previous to their arrival, Parker has rescued gorgeous Andrea Bouchard (CLAUDINE LONGET) from a predatory rich merchant Henri Le Clerc (GEORGE KEN-NEDY). Le Clerc goes for a gendarme as Parker pulls the PT 73 out of the slip. McHale and the men return in time to see Parker smash into one of Le Clerc's warehouses, causing \$4,000 damage. The police chief arrives to arrest McHale and his crew, The judge gives them until Bastille Day to come up with the money. On the street again, they are apprehended by Captain Binghamton who insists on traveling aboard their boat back to the base, where he plans to court martial them for unauthorized leave. While returning, the crew spot the wreck of an Australian freighter. They go ashore and discover the only survivor is a race horse, recognized by all as Silver Spots. They decide to bring the horse back, get it ready and then race it in a Bastille Day Race in New Caledonia for a \$7,000 first prize, and salvation. By tricking Binghamton into seasickness, they sneak Silver Spots aboard. Back at the base, with the captain safely out of the picture, the crew put their POWcook Takeo Fujiwara (YOSHIO YODA) to work as a jockey. The

men steal Binghamton's leather chair to make a saddle. The crew disguise the horse with mattress hair, changing Silver Spots into the ringer Shaggy Sam or later, The Spirit of '73. At Noumea on Bastille day, McHale learns Binghamton has followed their trail. Parker disguises himself as an Australian sportsman to throw the captain off the horse's scent. The race begins but Fugi, urging Silver Spots on, whips the horse causing the furry disguise to fall off in pieces. McHale starts the smoke generators on the PT boat, enshrouding the track and obscuring the finish. Silver Spots wins, but because none of the judges could see through the smoke, the crew can't get the winner's purse. Instead, they head for the "73" just as a Japanese submarine begins shelling the track from somewhere offshore. McHale and his crew, in an effort to flee the scene, run aground atop the Jap submarine and capture its surprised crew. Returning to the Noumea dock area again, Le Clerc, instead of holding McHale's men to their debt, forgets and forgives as reward for saving the town from the Japanese. The crew learns of the \$2,000 reward for the return of Silver Spots, which they use to pay off their gambling losses to the marines. Ensign Parker, in taking the PT out of the slip, rams the dock and warehouse area exactly as before. The crew is \$4,000 in debt once again. Night-club owner Margo is still waiting for McHale -ready with a wedding ring for her finger and a I've-caught-myman ring for his nose.

The happy sound of roaring laughter enveloped the Theatre yesterday with the opening of "McHale's Navy," the bright new comedy feature in color. The full-length hit motion picture was inspired by the tremendously popular television series which headlines the same hilarious crew of nautical misfits. It's the first theatre film by the comedians who specialize in mischievous adventures.

The problems of the world and the hectic pace of survival

are pushed to a distant and forgotten background when headman Ernest Borgnine, and co-stars Joe Flynn and Tim Conway, aided and abetted by the entire McHale's crew, steam up a shipload and an island full of comedic situations that are guaranteed to bolster the family morale and run up the pennants of glee on the flagship of entertainment.

Universal Picture's "McHale's Navy" is, without any doubt, the wackiest Navy comedy to hit the screen in many years.

The multi-talented Ernest Borgnine, whose name became a household word for his Academy Award winning performance in "Marty," after achieving recognition as the brutal "Fatso" Judson in "From Here To Eternity," portrays Lt. Cmdr. Quinton McHale in his first comedy feature in several years.

A brilliant performance it is, too, as he leads his crew of the PT 73-familiar to the millions of TV viewers who follow their zany escapades from week to week in their top-rated show on the ABC Television Network-in a grandiose scale motion picture production especially written and produced for the theatre screen.

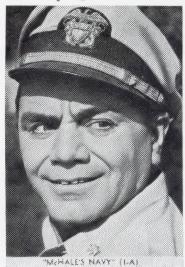
Borgnine is joined by his TV series mate and nemesis, Joe Flynn, whose exclamatory "whatwhat-whats" in the role of the volatile-tempered Captain Binghamton have jetted the seasoned comedian to national prominence. Flynn's outbursts of uncontrollable frustration make resounding

Making his feature picture debut is a remarkable newcomer whose face today is instantly recognized by most TV viewers-Tim Conway. As the bumbling, scatter-brained ensign, he was quickly nominated for best supporting actor in the 1962-63 Emmy race. The young actor-who made his first appearance as an entertainer less than three years ago-solidifies his talented flair for comedy with a performance that is the acme of timing and finesse.

The feminine glamour department is well represented in the "McHale's Navy" feature by Claudine Longet and Jean Willes. Claudine, the lovely Parisian-born wife of singer-actor Andy Williams, also makes her motion picture debut in a true-to-life role of a French girl.

Miss Willes was well-prepared for her excellent casting as the owner-proprietor of a New Caledonia gambling establishment who is determined to marry Borgnine. She appeared as the proprietor of a dance hall with Ernie in "From Here To Eternity," and the feature reunites the pair for the first

Naturally, the crew of "Mc-Hale's Navy," as wacky a collection of nautical misfits as ever



Ernest Borgnine is "Commander McHale" as he heads the cast in "McHale's Navy," the first full-length motion picture made by the zany collection of nautical misfits of television's popular comedy series. Joe Flynn and Tim Conway co-star in the Universal Picture, filmed in color.

(Still No. 1948-126)

boarded a ship, fit their roles as neatly and tightly as the seat of a sailor's pants. The kookie scheming seamen, to point them out, line up via their own civilian-life names as Carl Ballantine, Gary Vinson, Billy Sands, Edson Stroll, Gavin MacLeod, John Wright, Yoshio Yoda and Bob Hastings.

The skillful know-how of producer-director Edward Montague keeps the feature picture moving at a swift race-horse pace with one laugh following another from beginning to end. Montague, an expert at comedy-he produced the well-remembered "Sgt. Bilko" series-and with 15 movies to his credit, covered totally new ground for the feature production, yet kept the fun going as he has with "McHale's Navy" television series which he also produces.

One of the most unusual outdoor sets in Universal history was constructed on the studio back lot for the filming of the full-length color feature.

An entire South Pacific Naval base, a 17-building \$300,000 complex of quonset huts, recreation halls, a jungle, race-track and a French town were erected on a 10acre site. And, of course, there had to be a lagoon, large enough to accommodate two 85-foot World War II PT boats which play their important parts in both the theatrical and television films.

"McHale's Navy" rises to new heights of hilarity with their mad escapades that run the gamut from kidnapping race horses to ramming subs.

It's a comedy that will have cific Isles, that is-when those masters of mirth set sail on their wildest adventures!



"McHALE'S NAVY" (2-D)

PT 73 boat commander Ernest Borgnine is perplexed as he watches -probably with envy—as Claudine Longet and his shy ensign, Tim Conway, become moonstruck. Scene is from Universal Pictures' full-length motion picture, "McHale's Navy." Based on the popular TV comedy series, the color feature stars Borgnine in the title role with co-stars Conway and Joe Flynn. (Still No. 1948-81)

Acting Change Of Pace Adds To Performer's Happiness Is Ernest Borgnine's Claim

(Advance)

Movie stars who are completely happy individuals are a rarity, according to some members of the writing fraternity who delve into the personality structure of celebrities, but Ernest Borgnine is one of the exceptions.

He feels that he has been lucky in running the gamut from hisses to kisses in his

screen career with a broad variety of roles that have kept him both interested and stimulated. Ernie's latest role is one of broad comedy as he headlines the cast in Universal's full-length feature, "McHale's Navy," with the color comedy set to open on the screen of the Theatre.

As a virtual newcomer in 1953 Borgnine became what Time Magazine called "one of the most menacing film heavies of all time" for his performance as "Fatso" Judson the sadistic Army ser-geant in that year's Academy Award film, "From Here To Eternity.'

In a business where an actor easily falls prey to that old bugaboo, type-casting, Borgnine broke the mold which had shaped his image up to that time by going all out for a part in a Hecht-Lancaster low-budget picture with the unpretentious title of "Marty."

"When I finally landed a reading," Ernie recalled, "everything

seemed to go wrong."

He went on to explain how
"Marty" playwright Paddy Chayefsky and director Delbert Mann came up to Lone Pine, California, where Borgnine was playing a heavy (what else?) in Metro's "Bad Day At Black Rock" with Spencer Tracy.

"I entered their room in dirty cowboy boots, a three-day growth of beard, then read my lines with a twang instead of Brooklynese."

Stardom was born ten minutes later when Borgnine in lines directed towards his screen mother (at that audition occasion by author Chayefsky), "Blue suit, gray suit, I'm just an ugly, ugly man!" "Ma, what do you want from me?

When he turned around with tears in his eyes, and saw a mist in those of Mann's and Chayefsky's, he knew he had the part.

The rest is past and pleasant history, and Ernie covets the Oscar he won as Best Actor for his role in "Marty."

Between 1955 and 1961 he parlayed his Academy Award into numerous motion picture roles the world over. The point was simply he could play leads where he was formerly confined to villainous

At that point TV came into the picture and its importance could not be overlooked.

Yet many motion picture stars

But Ernie, who'd had his fill of travel, wanted something he could sink his teeth into, like a property called "Seven Against the Sea" which Revue Studios brought to his attention.

"I've always had a soft spot in my heart for Navy stories (Borgnine is a ten-vear veteran of the service) and playing a PT boat skipper appealed to me."

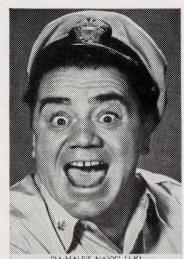
"Seven Against the Sea" was telecast on the "Premiere" TV series in May, 1962. By then, plans were already afoot to transform

MONEY IS CHEAPER

A man actually can make money throwing it away in movie - making. A gambling casino sequence for Universal Picture's full-length motion picture, "McHale's Navy" required Ernest Borgnine, Joe Flynn and Tim Conway to toss some 500 silver dollars at the feet of their sailor buddies.

The propmaster first intended to use slugs, but when he found they were priced at \$1.05 each, he threw in real silver dollars.

The color comedy feature is currently on the screen of the .Theatre.



It's the bellowing voice of Ernest Borgnine that calls his zany crew of nautical misfits together in Universal Pictures' "McHale's Navy," their first full-length motion picture in color. In the title role, Borgnine heads the cast, with Joe Flynn and Tim Conway co-starring in the feature comedy. (Still No. 1948-124)

the hour drama into a half-hour comedy series, called "McHale's

Though Borgnine had played comedy on Broadway (in "Harvey"), it was singularly absent from his film credits.

"Either I accepted it as a challenge," he said, "or else I bowed out to go back to motion pic-

Borgnine, as has been his custom all through his career, took the bull by the horns, so to speak, and in his first year in a brand new medium, and under a brand new set of rules, was nominated in 1963 for Best Actor In a Series by the Academy of Television Arts and Sciences.

In its first two years of existence, "McHale's Navy" has become one of the most popular and successful television shows on tel-

"People started to stop me on the street and call me "Commander McHale' instead of 'Marty" or 'that mean guy in 'From Here To Eternity.' "

Borgnine's fan mail, which averaged 500 letters a week before the series, soared up to over 1,400 a week.

When Borgnine walked into producer Edward J. Montagne's office last Fall with a collection of letters - by actual count over 21,000 — requesting the series be made into a widescreen theatre motion picture feature, and in color, the wheels began turning.

The full-length comedy production, in which Borgnine heads the cast, with Joe Flynn and Tim Conway co-starring, and the entire zany crew of nautical misfits being featured, marks another milestone in an illustrious career.

"It's proven to me," says Ernie, "that the business is flexible enough to allow an actor to do heavy drama, some straight acting, and, if he's a lucky man, comedy. I've been lucky," he added, knocking on wood, "very lucky."

NON-TYPE CASTING

Si Rose, who wrote the original story for Universal's "Mc-Hale's Navy," full-length motion picture in color, was cast in the theatre feature comedy by producer-director Ed Montagne — as a struggling writer unsuccessful in selling stories to Hollywood.

Rose has been story editor on the "McHale's Navy" TV series for the past two years.



"McHALE'S NAVY" (2-K)

Confusion reigns as PT 73 commander Ernest Borgnine tries to calm his bumbling scatter-brained ensign, Tim Conway (center) and the frightened, and usually frustrated, captain Joe Flynn in this scene from Universal Pictures' "McHale's Navy." This is the first full-length motion picture—in color—based on the popular TV comedy series. (Still No. 1948-22) TV comedy series.



Threading a needle can be a serious problem for a confused Threading a needle can be a serious problem for a confused character like Tim Conway, the constantly bumbling Ensign Parker in "McHale's Navy," Universal Pictures full-length motion picture in color, as he tries to impress pretty Claudine Longet. Scene is from the feature comedy in which Conway co-stars with Ernest Borgnine and Joe Flynn, with the French beauty featured in a top feminine role. (Still No. 1948-72)



"McHALE'S NAVY" (2-H)

A flustered Ernest Borgnine (right) tries to explain to Joe Flynn what a horse is doing in a South Pacific Island hut in this scene from Universal Pictures' "McHale's Navy." the full-length motion picture color feature based on the popular television comedy series. Borgnine stars in the title role, and Flynn co-stars with Tim Conway and the entire McHale's crew. (Still No. 1948-30)



'McHALE'S NAVY" (2-G)

A refreshing—as well as romantic—interlude is devised by marriage-minded Jean Willes for Ernest Borgnine's benefit in this scene from Universal Pictures' full-length motion picture comedy in color, "McHale's Navy." The feature, which stars Academy Award winner Borgnine, with co-stars Joe Flynn, Tim Conway and the entire McHale's crew, is based on the popular television series. The beauteous Miss Willes plays one of the featured feminine roles (Still No. 1948-54)

Wacky TV Naval Crew Now Star In Full-Length Movie

(Advance)

Coming in with a bang, a howl and a roar to the screen of the Theatre on

will be television's zany headliners, "McHale's Navy," in their first full-length motion picture.

Rising to a new heights of hilarity - and never as funny as they are on the theatre screen - are Ernest Borgnine, Joe Flynn and Tim Conway and the kookie outfit of Naval rejects who make up the best-loved comedy show on television .

Especially written and produced for the theatre screen "Mc-Hale's Navy," filmed in vivid color, is one long, loud laugh from beginning to end in the maddest adventure to ever intrigue a theatre audience.

Edward J. Montagne ,who has produced the ABC-TV comedy sensation for the past two years, produced and directed the fulllength motion picture presentation of "McHale's Navy" for Universal Pictures.



Sultry Jean Willes does her wily best to share marriage vows with Ernest Borgnine in Universal Pictures' "McHale's Navy," first full-length motion picture based on the popular TV comedy. Filmed in color, the picture stars Borgnine and co-stars Joe Flynn and Tim Conway. (Still No. 1948-112)

Bat Blind

Character actor Larry Blind is cast in Universal Pictures' "McHale's Navy," full-length feature comedy in color now at .. Theatre, and starring Ernest Borgnine, Joe Flynn and Tim Conway.

Blind is seen in a costume ball sequence dressed as a vampire bat.

Movie-TV Villain's Snarls Almost Sink "McHale's Navy" Crew

(Current)

One of the biggest and nastiest of all meanies in Hollywood is George Kennedy, cast as the villainous knave who snarls and menaces a crew of nautical misfits known as "McHale's Navy" in the full-length feature comedy of the same title, now on the screen of the... Theatre.

The Universal picture, filmed in color and based on the collection of characters who have been bringing made hilarity to the popular television laugh series for the past two years, stars Ernest Borgnine, with Joe Flynn and Tim Conway co-starring.

The picture marks Kennedy's first working reunion with Edward J. Montagne, producer-director of "McHale's Navy" both on the screen and TV, with whom he worked as assistant during 1958 when Montagne was producing the successful "Sergeant Biliko" TV series.

This was when former actor Kennedy had returned to New York from duty with the Armed Forces overseas. He longed to get back to acting, so shifted to Hollywood. It was when Montagne saw his ex-aide doing his sinister best to annihilate both Gary Grant and Audrey Hepburn in "Charade" that he called on George Kennedy to do his frightful antics for "McHale's Navy."

There's Sometimes A Punch In The Nose Awaiting The Actor With Realistic Role

There's a humorous acting gentleman in Hollywood named Joe Flynn who keeps getting plagued by a serious problem: he's often too good for his own good.

As the bespectacled, belligerent Captain Wallace Burton

Binghamton who co-stars with Ernest Borgnine and Tim

Conway in Universal's full-length color motion picture, "McHale's Navy," Flynn's characterization is the one he plays so well in the same-titled popular television comedy series — as a hard-nosed Naval officer.

And, it's his performance as the nautical official with all the braid that causes his headache.

"I'm being hounded by people who swear I was their commanding officer during World War II," Flynn says grimly. "And I do mean swear."

In the 90-minute comedy feature, currently showing on the screen of the Theatre, Binghamton is the commander of a PT boat base where military proficiency is constantly shattered by the antics of Lt. Cdr. Quinton McHale (Ernie Borgnine) and his motley crew. It's the same roles they portray in the weekly ABC-TV television series.

Flynn, off-camera, is a personable, soft-spoken gentleman.

"But when I go to a party, or a public affair, I try to mind my own business and suddenly, I feel it happening," he says. "Someone across the room always seems to look up and draw a bead on me. When I see the red flow into their eyes, I know for certain that I'm headed for trouble."

On one specific occasion, Flynn was accosted by a man who waited for him in the foyer and ordered him to take off his glasses.

"I'd necer seen the guy before," related Flynn, "and without my glasses I wouldn't have seen him

Flynn had a feeling that if he removed his glasses, chances were he wouldn't be able to see

"So I played dumb and asked where I'd seen him before - Saipan, Midway, Okinawa, Christmas, 1943? Where, where,

TARZAN'S STRIPES

Thomas Tarzan (that's his real name) started his film acting career 30 years ago as a navy captain in a two-reeler, "Shore Leave." Since then he has been typed as a fourstriper in more than 100 navy films.

Tarzan didn't get a promotion from producer - director Edward Montage, either, who cast him as a captain in Universal Picture's "McHale's Navy," ful-length color comedy feature which stars Ernest Borgnine Joe Flynn and Tim Conway. The film is at the Theatre.



Comedian Joe Flynn plays the always frustrated navy captain in "McHale's Navy," first full-length motion picture of the zany TV nautical crew. The Universal Pictures color comedy, with Ernest Borgnine headlining in the title role, co-stars Flynn and Tim Con-(Still No. 1948-118)

where?" he recalled.

The man accused Flynn of being a lieutenant he had served with in the Philippines during the war. Seems the officer had refused the man's request for leave to get married in Manila, which caused the embittered bride-groom-to-be to vow his revenge.

"Only, time caught up with the wrong man," Flynn said. "I was never in the Philippines. Besides, I was only a sergeant — and in the Army.

"I was vizualizing my demise with little daisies growing out of the ground around my gravesite, but my wife, Shirley, showed up in the nick of time and whisked me away," he said.

An Eary Feeling

Back in 1953 actress Jean Willes played the head hostess in the famed dancehall sequence in "From Here To Eternity" and had a drunken Ernest Borgnine thrown out on his ear.

After 11 years Borgnine and Miss Wiles are reunited for the first time in Universal Pictures' "McHale's Navy," full-length motion picture based on the popular TV series.

In the very first scene filmed for the feature comedy in color, Miss Willes, playing the head hostess in a gambling casino, has a disorderly Ernest Borgnine thrown out on his ear.

"McHale's Navy" is now showing on the screen of the ...



Beauteous Jean Willes provides the gay romantic interest for Ernest Borgnine in Universal Pictures' "McHale's Navy," the first full-length motion picture based on the popular TV series. Borgnine's co-stars in the color feature comedy are Joe Flynn and Tim

"McHale's Navy" Is Now A Full-Length Feature In Theatres

(Advance)

It's Lt. Commander Quinton McHale (better known as Ernest Borgnine) and his nautical cohorts in their first full-length motion picture feature as they cavort o'er sea and land in "McHale's Navy," set to open --the screen of the Theatre.

America's most riotous comedy crew, fresh from their first two years on television as ABC-TV's popular half-hour comedy series, are bound to have theatre audiences rolling in the Isles the Pacific Isles . . . when they set sail on their maddest escapade.

Especially written and produced for the nation's movie theatres, "McHale's Navy" is a 90-minute Universal Picture, filmed in color, and produced and directed by Edward J. Montagne, who produces the TV series. Montagne is also responsible for the highly successful "Sergeant Bilko" television show.

With Academy Award winner Ernest Borgnine heading the cast, and with Joe Flynn and Tim Conway co-starring, the motion pic-ture theatre presentation of "McHale's Navy" also presents the zany crew of PT 73 which includes Carl Ballantine, Gary Vinson, Billy Sands, Edson Stroll, Gavin MacLeod, John Wright, Yoshio Yoda and Bob Hastings.

The featured feminine roles in the film are played by Claudine Longet and Jean Willes.



French beauty Claudine Longet shares a moment of osculation with Tim Conway, the confused ensign of the TV comedy series, in the first full-length motion picture of "McHale's Navy". Conway co-stars in the Universal Pictures' fortune for the Transfer Picture Pictures' feature film with Ernest Borgnine and Joe Flynn.
(Still No. 1948-80)

Film Meanie

(Current)

One of the three principal outside players to join the regular cast from the popular TV series in Universal's full-length color production, "McHale's Navy," now on the screen of the. Theatre, is big and burly George

Kennedy, noted movie-TV villain. Kennedy portrays the top 90-minute comedy feature, his 99th role as a nasty

Along with Claudine Longet and Jean Willes, he is prominently cast in the feature film production of "McHale's Navy" with the zany crew of nautical misfits which support stars Ernest Borgnine, Joe Flynn and Tim Conway. The picture was produced and directed by Edward J. Montagne with Si Rose as associate produ-

screen of the..... .. Theatre, the color feature comedy stars Ernest Borgnine with co-stars Joe Flynn and Tim Conway.

Between thespic chores Parker is a licensed chiropodist -who specializes in correcting flat feet!



This trio of "sweater boys" firmly believe in publicizing their show business affiliation. From left to right are Joe Flynn, Ernest Borgnine and Tim Conway, the stars of "McHale's Navy," the first full-length motion picture based on the popular TV comedy series. Borgnine plays the title role in the Universal Pictures' color comedy.

(Still No. 1948-139)

Tim Conway Sails Into Comedy Stardom Aboard "McHale's Navy" Laughship

(Advance)

A short, somewhat plump and balding young actor who has rapidly gained a reputation for being one of the funniest men in show business, rides high in the hilarity parade of comedy stars headlining in "McHale's Navy," brand-new full-length theatre feature set to open on the big-screen of

This zany comic is 31-year-old Tim Conway who plays the role of Ensign Charles Parker in the highly rated "McHale's Navy" TV series, and who enacts the same characterization in the motion picture of the same title.

As a result of only two television appearances besides his chores aboard the PT 73 naval comedy epic series, Conway, during his first year on the TV network show was selected as the "Most Promising Male Talent" for the 1962-63 season in a poll by a national magazine of 413 editors across the country.

He was called TV's "Rookie of the Year" after being nominated for an "Emmy" as the "Best Sup porting Actor" by the Academy of Television Arts and Sciences.

In 1961 Conway was directing television programs at a station in Cleveland when the famed comedienne-singer, Rose Marie, in town to promote "The Dick Van Dyke Show," in which she is one of the stars, heard some wild dialogue and hysterical laughter emanating from a control room. She investigated and located the man who was making everybody laugh, and it was director Tim

Rose Marie borrowed some of Conway's tape-recordings and when she got back to Hollywood played them for Steve Allen. Allen liked what he heard and had Conway fly to Hollywood for a guest shot on his show, and public reaction was so overwhelming he became a regular. His only other network appearance was on "The



The bumbling scatter - brained ensign of "McHale's Navy," Tim Conway, has to disguise himself as an Australian sportsman to escape the ire of Captain Binghamton in the first full-length motion picture in color of the popular TV comedy Series. The "McHale's Navy" theatre feature co-stars Conway with Ernest Borgnine and Joe Flynn and is a Universal Picture. (Still No. 1948-120)

Gary Moore Show."

Born in Chagrin Falls, Ohio, Conway attended the local high school and Bowling Green State University.

In "McHale's Navy," the fulllength color version of the Revue TV comedy series which has been rated as the No. 1 show on the ABC-TV network for the past two years, Tim Conway is starred with Ernest Borgnine and Joe Flynn, with Ed Montagne producing and directing the theatrical

Gambler Played His Cards Right

(Current)

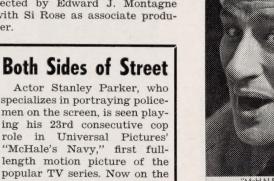
Sometimes, when a man plays his cards right, he can land an acting role in the movies.

It happened when producerdirector Ed Montagne was interviewing professional card players for the role of a nimble-fingered blackjack dealer in a gambling casino sequence for "McHale's Navy," new full-length comedy motion picture feature now showing on the screen of the ... Theatre.

He was surprised to find one gambler constantly riffling a deck of cards. "Are you ever without a deck of cards in your hands," asked the fascinated Montagne.

"Only when I wash," replied the gambler, And he promptly got the

Ernest Borgnine headlines the cast of stars in "McHale's Navy," a Universal Picture filmed in color.



Carl Ballantine is featured in the full-length motion picture, "Mc-Hale's Navy." The Universal Pic-ture comedy in color stars Ernest Borgnine and co-stars Joe Flynn and Tim Conway. Ballantine is well-known in show business for his "Amazing Mr. Ballantine" ma-(Still No. 1948-115)



In their first full-length motion picture—in color—the crew of "MeHale's Navy" lines up for fun-filled inspection. In the first row are (left to right) Tim Conway, Ernest Borgnine and Joe Flynn. Academy Award winer Borgnine headlines in the title role winer and Conway of starving in the Liniversal Picture. The "McHALE'S NAYY" (2.J)

have performed in the popular television comedy series for the past two years are Edson Stroll, Gary Vinson, (Sail No. 1948-141) John Wright. with Flynn and Conway co-starring in the Universal Picture. The middle row stalwarts are Billy Sands, Gavin MacLeod and Yoshio Yoda. The top row members of the group of nautical misfits who

ylimb? smbilliW ybaA al Finds French Feminine Lead Producer for McHale's Navy'

after an extensive search by producer Ed Montagne. Theatre, got the coveted role with Ernie Borgnine and Friends "McHale's Navy," now on the screen of the role in Universal's full-length motion picture comedy in color, The beautiful French girl who plays a starring feminine

tion was made right in the mowood, and, in the end, the selecstart of the feature film in Hollythere got word of the production self when the Universal office net stretched as far as Paris it-Montagne's far-reaching drag-

The producer-director, who also of a happy coincidence. tion picture capitol as the result

Montagne asked Hunter if he diately would be perfect for his ted a French girl he knew immethe same studio wherein he spot-Rather Be Rich" production at visit the set of Ross Hunter's "I'd the same name, had occasion to produces the television series of

tagne's feature filming plans, Hunter, who knew of Moncould identify the young lady in

asked if he was thinking of cast-

Hunter added, pointing in the diwith Andy Williams over there," "Then I would suggest talking" "I might," answered Montagne.

posite Sandra Dee. was at that moment emoting oprection of his leading man who

".amsilliW ybnA your role," he added, "is Mrs. you're interested in casting for "Claudine Longet, the

feature. the hilarious full-length theatre Edson Stroll and Yoshio Yoda in Leod, Billy Sands, John Wright, tine, Gary Vinson, Gavin Mac-Flynn, Tim Conway, Carl Ballan-Williams, and wife Claudine joined Ernest Borgnine, Joe Montagne did have a talk with

(Stil-8491 .oN Ilis)

"McHale's Navy," the first full-

starring role of Universal Pictures'

handles his pistol nervously in his

is not exactly a myth, Tim Conway

bumbling, scatter-brained ensign

Just to prove that his role as a

signature on a marriage license!

that nice uniform, she also had his

turned to camp, she not only had an autographed picture of him in

in the Marine Corps. When he re-

a furlough during a wartime hitch

living example of this," Borgnine said. "He met his future wife on

romances as a Lonely Hearts

a jaunty uniform attracts as many on each arm, not just one. Yes sir,

the street? He usually has a girl

Ever notice a sailor walking down

than a bargain basement sale.

stated. "They'll attract more girls screen as well as on," Borgnine

total goes up like a surprised eye-

I wear one on screen my tan mail

tistics which show that each time

nice uniform.' And I've got sta-

graphed picture of me in that

All the letters asked for an auto-

played a nasty character in it.

Here To Eternity, even though I

my first uniform pictures, From

fan mail as far back as one of

to beat faster. I can't tell you

posal. It causes feminine hearts

ceded," that's similiar to a pro-

about a uniform," Borgnine con-

movie screen almost automatically

a uniform on television or the

Theatre, that an actor who wears

color comedy, "McHale's Navy," for his title role in the full-length a Naval lieutenant commander nine, who wears the uniform of

It's the theory of Ernest Borg-(Current)

Says Ernie Borgnine Is Mail Attraction

Actor In Uniform

increases his fan mail potent.

now on the screen of the.

"There seems to be something"

why, but it happens.

"I noticed an increase in my

brow," he said.

"Girls go for uniforms off the

"An actor friend of mine is a

Is Tougher Than Comedy Complaining, But Says Drama Ernest Borgnine Is Not

Ernest Borgnine, who should know, insists that it's easier

starring role in "Marty," and an Academy nomination for his The actor, who won an Academy Awards Oscar for his to do drama than comedy.

the same zany cast which appears all-out comedy as he headlines in Eternity," has just delved into portrayal of the sadistic Fatso Judson in "From Here To

The new Universal color film with him in the popular television feature, "McHale's Navy," with the full-length motion picture

is set to open on the

Theatre. screen of the

greeted by dead silence, although only to have his version of it thought was hilariously funny, to repeat a joke or a routine he terial. Many times a person tries are just as important as the maedy an appearance and a delivery actions of the performer. In comin the spoken line and not in the tic picture lies almost exclusively comedy, "the power of a dramaing problems in drama versus points out in discussing the act-"To begin with," Borgnine

a single word has not been

"slapstick comedy will usually "Of course," Borgnine admits,

feature movie is wild, but much comedy in our 'McHale's Navy' instead of versatile delivery. The quire a capacity for punishment people to laugh. Such setups refully clothed will invariably cause blizzard, or falling into a pool being the target for a custard pie fort. Slipping on a banana peel, provide laughs without much ef-

than they are in the dramatic expressions are much more vital tions and a mobile play of facial ticket buyer laugh. Voice inflecbagrul of tricks to make the edy you must be a master of a The actor says in dialogue com-

segments of a film.

fast to remember anything Jimsaid. As an example, just try real anything special he may have a comedian's antics more than states Borgnine, "you'll remember "Which is the real reason,"

And I don't say that doing drama and the way they deliver lines. member each one of their styles the screen. But you surely rethe times you have seen them on Jerry Lewis or Bob Hope said in my Durante or Red Skelton or

That's why, according to Borgthink comedy is tougher." isn't tough, too. It's just that I

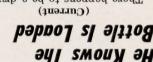
laughing matter — it's a serious nine, getting screen laughs is no

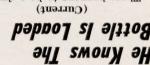
ey knows the

(Current)

had a loaded, staggering screen performer in Hollywood who has There happens to be a drunken

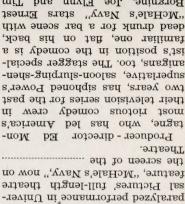
Bottle Is Loaded





This inebriated person is char-

with Power."



burps) plays another plastered,

sound double on hiccups and

to his head (he is often used as a

ways lets his roisterous roles go The intoxicated Power, who al-

face on the barroom floor ever

end" and has been a familiar film

as a barfly for "The Lost Week-

sound stages is to "get drunk

saying around the Hollywood

acter actor Mark Power, and the

He made his film debut in 1945

ture is a Universal Picture. Conway. The 90-minute color fea-Borgnine, Joe Flynn and Tim "McHale's Navy" stars Ernest dead drunk for a bar scene with familiar one, flat on his back, ist's position in the comedy is a anigans, too. The stagger specialsuperlative, saloon-slurping-shentwo years, has siphoned Power's their television series for the past most riotous comedy crew in tagne, who has led America's Producer - director Ed Mon-

The color comedy headlines Borgnine, with co-stars Joe Flynn and Tim Conway. The pair of beauties surrounding Ernest Borgnine, the "Commander McHale" of "McHale's Navy" are (left) Claudine Longet and Jean Willes. The two girls are the featured feminine interest in Universal Pictures' full-length motion picture, "McHale's Navy." The solution of the control of the con "McHALE'S NAVY" (2-8)



Ed Montagne, who has pro-

get and Jean Willes in the two

feature headlines Claudine Lon-

and Yoshio Yoda. In addition, the

Vinson, Billy Sands, John Wright

son Stroll, Gavin MacLeod, Gary

sign Parker, Carl Ballantine, Ed-

hampton, Tim Conway as En-

Hale, Joe Flynn as Capt. Bing-

nest Borgnine as Lt. Com. Mc-

entire cast of the TV show — Er-

Theatre.

feature, and the color comedy is

screens as a full-length theatre

to the nation's motion picture

past two years, has been brought

(Advance)
"McHale's Mavy," No. I show on the ABC-TV network for the

cast in the title role, as he does in the popular television comedy show. (Still No. 1948-140)

motion picture in color of the zany PT 73 nautical crew. Academy Award winner Borgmine heads the

bottom to top are Tim Conway, Ernest Borgnine and Joe Flynn, the stars of Universal Pictures, "McHale's Navy," first full-length

when this trio gets together. From

It's a clear case of monkey shines

McHALE'S NAYY" [1-8]

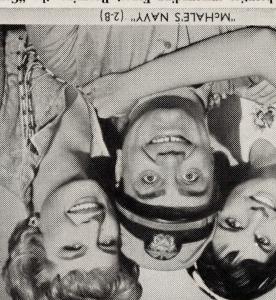
Mavy" Feature Film

Sails In "McHale's

мәл) үрәшо) үл

Headlining in the picture is the

important feminine roles.



Joe Tim states as me transference of the full-length motion picture of "McHale's Navy," the comedy feature in color in which he co-stars with Ernest which he co-stars with Ernest Conway.

[Still No. 1948-119] Joe Flynn stars as the frustrated

"leave them laughing." "It's very simple," he added, most comedians follow in public.

on hand." good idea to have a sure-fire gag table or get out of a cab, it's a "but when you get up from the "You can be serious," he added,

Flynn summarized the rule

I didn't crack a smile the whole

Flynn was in the other night and

likely to tell her friends that Joe

ous. If we don't, she's more than

going to say something uproarithen hovers nearby to see if we're

The waitress takes our order,

go some place for a cup of coffee.

spare time we like to relax and be

he added. "It's simply that in our

why you see so few funnymen out

Theatre, claims that's the reason

sal's PT boat color comedy, now Captain Binghampton in Univer-

Flynn, who plays the sardonic

you to make them laugh all the

take you seriously. They expect

Conway, "is that people refuse to

with Ernest Borgnine and Tim

picture feature, "McHale's Navy,"

comedian," states Joe Flynn who stars in the full-length motion

apibamos saiplamos

Comic Is Always On,

Borgnine and co-stars Joe Flynn and Tim Conway. (Still No. 1948-116)

The feature comedy stars Ernest

lar TV show, and filmed in color.

An import beauty from France, Claudine Longet, is featured as a French girl in Universal Pictures, "McHale's Navy," first full-length motion picture based on the popurary,"

NUMBER NAVY" (I.E)

"The trouble with being a

"We hate to disappoint people,"

serious for a change."

on the screen of the

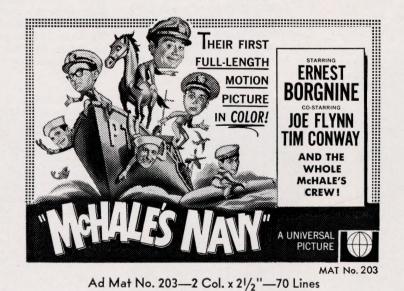
"The difficulty comes when we





MAT No. 401

Ad Mat No. 401—4 Col. x 81/4"—460 Lines



THEIR FIRST FULL-LENGTH
MOTION PICTURE IN COLOR!

"MCHALES

ERNEST
BORGNINE

JOE FLYNN - TIM CONWAY

AND THE WHOLE MCHALE'S CREW!

A UNIVERSAL PICTURE

MAT No. 102

Ad Mat No. 102

I Col. x 2"—28 Lines



Ad Mat No. 201-2 Col. x 1"-28 Lines



MAT No. 205

Ad Mat No. 205—2 Col. x 71/8"—200 Lines



MAT No. 204—Ad Mat No. 204—2 Col. x 31/2"—100 Lines



MAT No. 301

Ad Mat No. 301-3 Col. x 71/4"-300 Lines



Ad Mat No. 101 1 Col. x 1"—14 Lines

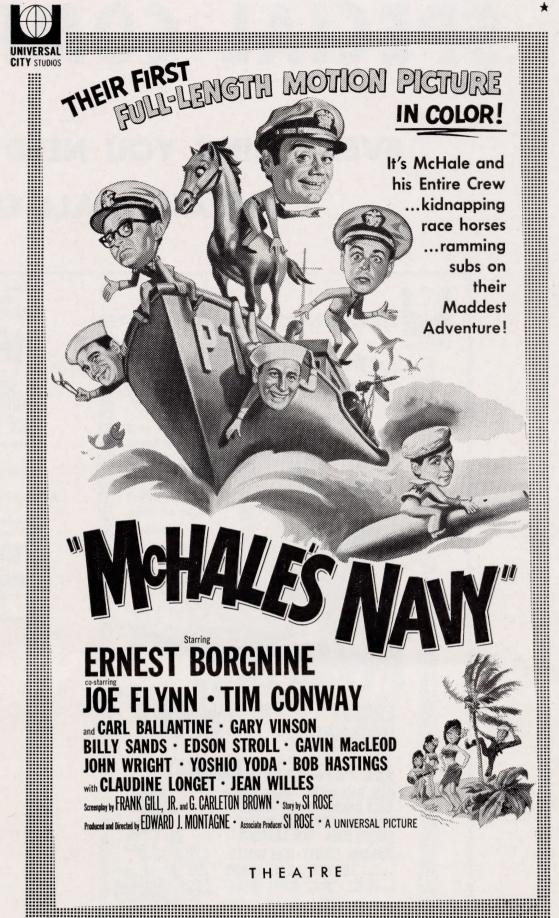


MAT No. 202



MAT No. 206

Ad Mat No. 206-2 Col. x 9"-250 Lines



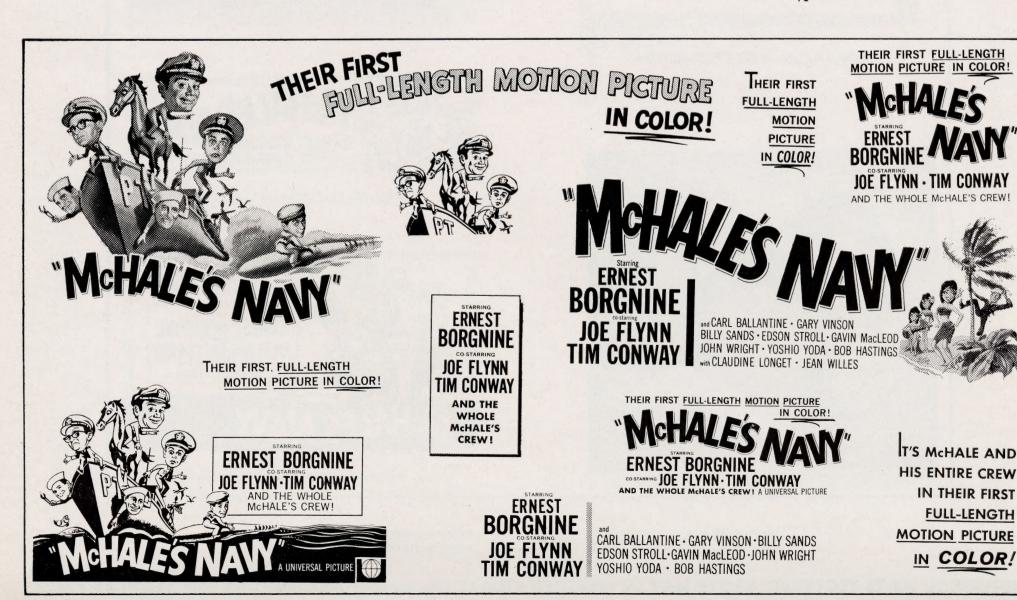
Ad Mat No. 302-3 Col. x 91/2"-390 Lines

MAT No. 302

IN THEIR FIRST

FULL-LENGTH

IN COLOR!



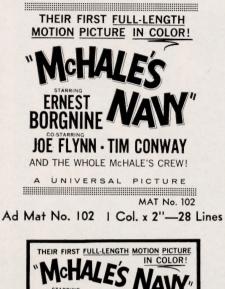
SPECIAL COMPOSITE MAT

EVERYTHING YOU NEED FOR A COMPLETE CAMPAIGN, ALL ON ONE MAT



MAT No. 205 Ad Mat No. 205—2 Col. x 71/8"—200 Lines













Ad Mat No. 201-2 Col, x 1"-28 Lines



Ad Mat No. 202—2 Col. x 2"—56 Lines

SPECIAL MAT NO. 1 ORDER BY NAME AND NUMBER FROM NATIONAL SCREEN SERVICE

RADIO SPOTS

FOR "McHALE'S NAVY" NARRATED BY "COMMANDER" ERNEST BORGNINE HIMSELF! And They're FREE!

Here is a SUPER-SPECIAL set of pursuasive radio spot announcements for your "McHALE'S NAVY" booking . . . and they're available immediately for your use!

With the "in person" voice of ERNIE BORGNINE doing the lead-in spiel for his motion picture comedy feature, the radio spots are given a big added sell appeal — and each one sparkles with an audience urge to see the picture.

The pursuasive line of Ernest Borgnine chatter will spin a magic spell of intrigue for ticket-sales to the radio listeners all through your territory.

The spots are 15, 30 and 60-seconds long — all on one FREE transcription — and in each instance includes enough time for complete locale playdate information by your local radio station announcer.

Order from the RADIO DEPARTMENT
UNIVERSAL STUDIOS
UNIVERSAL CITY, CALIFORNIA



Sell "McHale's Navy"
To The Television
Audience That Has
Made The Show So
Tremendously Popular
In It's Two Happy
Years On The Air!

FOR LIVE RADIO SPOTS

(ONE MINUTE)

ANNOUNCER: "Now hear this! Now hear this! 'McHALE'S NAVY' is in the movies now! Here comes Ernest Borgnine and his entire crew in their first full-length motion picture! It's 'McHALE'S NAVY,' filmed in color for theatres, and starring Ernest Borgnine, co-starring Joe Flynn and Tim Conway and the zaniest crew of nautical misfits ever to float a PT boat! It's 'McHALE'S NAVY,' rising to new heights of hilarity in their maddest escapades as they kidnap race horses and ram subs! They'll have you rolling in the Isles . . . the Pacific Isles . . . when they set sail on their wildest adventure! 'McHALE'S NAVY,' the best-loved comedy show on TV, becomes a fun-packed motion picture especially written and produced for the screen—in vivid color -one long, loud laugh from beginning to end ... as they battle the enemy . . . their irate captain . . . the threat of marriage and a frantic Frenchman! Don't miss the mischievous misadventures of the wackiest PT Boat crew ever to mis-man a ship! It's Ernest Borgnine, Joe Flynn, Tim Conway and their nutty nautical mates—with lovelies Claudine Longet and Jean Willes-in 'McHALE'S NAVY,' their first full-length motion picture . . . coming soon to thetheatre."

(30 SECONDS)

(15 SECONDS)

FREE SET OF TV SPOTS TO ADVERTISE THEIR FIRST FULL-LENGTH MOTION PICTURE IN COLOR!

The comedy hit of the television world for the past two years, "McHALE'S NAVY" — WITH ITS TWO YEARS OF EXPOSURE TO THE VAST TV AUDIENCE — is a perfect show to pitch right at the set-side viewers for a want-to-see reaction to the TV spots on the full-length motion picture presentation of "McHALE'S NAVY."

The spirit of the uproarious escapades involving Ernest Borgnine, Joe Flynn and Tim Conway and the zany crew are eye-catching delight in this especially appealing packaging of television sales promos — now available FREE to all exhibitors.

The smart-sell grouping of visual-vocal sales pitches is made up of 60 and 2-second spots, all on 16mm film, and this time element includes enough silent footage at the end to allow for all local play-date information to be given by your station announcer.

Schedule the TV Spots in your advertising campaign — and order them in as soon as your date is set. Order the set — NOW — from HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES CO., 445 Park Avenue, New York 22, N.Y. (When ordering, please specify the station or stations on which you plan to use the spots).

SHOP SHOP

Keep a weather eye peeled to port and starboard for the multitude of exploitation possibilities that avail themselves in "McHALE'S NAVY."

"McHALE'S NAVY" RATES A TOP-NOTCH EXPLOITATION CAMPAIGN!

It's full speed ahead for an all-out exploitation campaign that should give the theatre manager some showmanship kicks!

"McHALE'S NAVY" is a real triple-header smash—being first a madcap comedy, second a wild and wavy mostly-on-shipboard comedy, and, thirdly, a shipload of laughs comedy. Add to this a cast headed by Ernest Borgnine, Joe Flynn, Tim Conway and the zany crew of nautical mis-mates, and it pipes aboard a rating of real seafaring showmanship!

Considering the commodities which fill PT 73 and the island escapades of its wild crew, there's a shipload of opportunities for exploitation tactics, and a sea full of local tie-in possibilities.

- Contact the Naval Reserve units in your city for Special Nights at your theatre to see "McHALE'S NAVY." Have them buy blocks of tickets for a night of fun with their Navy buddies. Event can be publicized as well as advertised both in the newspapers and the organizations' mailing lists.
- Through a newspaper or a prominent local disc jockey, find the Most Decorated Naval Hero in your city and honor him at your theatre during the engagement. It should garner extra newspaper space and air time.
- Plan to outfit your theatre employees in Naval costumes—a white or blue seaman's outfit for your ticket-taker, white navy caps (with "McHale's Navy" imprinted) for the ushers or usherettes, and a sailor blouse and cap for your cashier. They can be worn both in advance and current.
- Give a maritime atmosphere and flavor to your theatre with an array of ships flags, life buoys and other nautical equipment.
- Travel agencies will be a prime outlet for promotion in connection with the Pacific Island locales in the film. Contact the travel agencies in your area—as well as air lines and luxury ships—for cooperative displays in their windows and stressing the "Paradise Isles" with "McHale's Navy" stills and posters.

"NOW HEAR THIS!"

THREE TERRIFICALLY-FUNNY TRANSCRIBED OPEN-END RADIO INTERVIEWS WITH THE THREE WONDERFULLY-HILARIOUS COMEDY STARS OF "McHALE'S NAVY" — AND THEY'RE F-R-E-E!







Talk about comedy—it's ERNEST BORGNINE, JOE FLYNN and TIM CONWAY, on individual discs, and in open-end interviews, as they chat entertainingly and amusingly about their roles in their first full-length motion picture comedy, "McHale's Navy," and the many funny and interesting behind-the-scenes happenings during the filming of the picture.

All of the interview transcriptions are FREE and can be an integral part of your selling program for the engagement. Plant them in prime spots on the key radio stations in your city—they fit in perfectly as a news show program highlight, or a special show business or guest star spotlight.

A continuity sheet accompanies each platter, with the questions and answers accurately timed to simulate a live personality interview right at the station.

ORDER ALL THREE OPEN-END RADIO INTERVIEW TRANSCRIPTIONS ON "McHALE'S NAVY" RIGHT AWAY FROM RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIFORNIA! THEY'RE FREE!

PROMOTION with Your Local ABC-TV STATION!

"McHALE'S NAVY" has been the top-rated comedy show on the ABC Television network since the half-hour series went on the air two years ago.

With this popular series becoming a fun-packed full-length motion picture—especially written and produced for the screen—and starring the TV show's headliners, Ernest Borgnine, Joe Flynn, Tim Conway and the entire McHale's crew, it all makes a perfect mutual benefit package for your theatre engagement of "McHALE'S NAVY" and the local station carrying the TV show.

Contact your local ABC-TV station or affiliate and work out a deal with their promotion department for a complete, comprehensive campaign!

The Printed ACCESSORIES.....

Check the display paper shown in this pressbook. It includes a 24-sheet, 6-sheet, 3-sheet, one-sheet, 14 x 36 and 22 x 28 window cards.

They're all very attractive, as you can see, and they were planned to impress the passersby—whether inside the theatre lobby or in front of your theatre.

They'll also make eye-catching impressions as part of window and store displays for tieups and promotions with your merchant contacts.

The art illustration spotlighted in all this material is especially appealing, and it is suggested you use as many of these ticket-selling accessories as you can find room for.

A cutout of the PT boat and crew from the 24-sheet, and mounted on wood or heavy cardboard, could make a 3-dimension base attraction for your lobby display.

Plan to order your accessories for "McHALE'S NAVY" from your NATIONAL SCREEN SERVICE BRANCH as soon as you can.

SHOUT IT OUT!

ABOUT YOUR BOOKING
DATE FOR "McHALE'S NAVY"

The THEATRE TRAILER

We guarantee that the "McHALE'S NAVY" trailer is one of the best and funniest you have ever had in your theatre! It truly sells the comedy of the feature picture, and the selected moments of hilarity presented in this well-planned theatre trailer will have a lasting impact on your audiences.

It is suggested that you book the theatre trailer early—and have it on your screen several weeks in advance. It will definitely pay off when you spot this advance attraction trailer on your screen at the peak times of your current program!

ORDER THE THEATRE TRAILER NOW FROM YOUR LOCAL NATIONAL SCREEN SERVICE EXCHANGE!

MERCHANDISING TIE-UPS.....



Shown above are some of the Merchandise Tie-Ups available for the engagement of "McHALE'S NAVY" at your theatre.

Find out which of your local merchants handle these products, and with their aid and cooperation you can contact the organizations listed who are licensed to handle this merchandise.

If and when your local stores stock these items, you can cooperate for your mutual interest with stills and display accessories for both eye-catching and sales attraction.

With the Comic Books, there's no doubt that your magazine stand dealers currently are carrying a supply of the "McHALE'S NAVY" cartoons.

Here are the licensed "McHALE'S NAVY" merchandise contacts:

HATS: Benay-Albee Novelty Co., Inc., 52-01 Flushing Ave., Maspeth, New York — Mr. J. Rosenbaum.

GAME: Transogram Co., Inc., 200 Fifth Ave., New York 10, N. Y. — Phone OR 5-1500 — Mr. Leonard Mayem.

COMIC BOOKS: Dell Publishing Co., 750 Third Avenue, New York 17, N. Y. — Mr. Don Arneson.

SWEATSHIRTS, T-SHIRTS: Norwich Mills, 350 Fifth Avenue, New York, phone LO 3-1313 — Mr. L. J. Moore.

AMPLIFIED MEGAPHONE: Gabriel Industries, 184 Fifth Ave., New York 10, N. Y., OR 5-3100 — Mr. B. J. Alpher.

PANIC 'EM WITH PANELS!

....DOOR PANELS, THAT IS, AND HERE ARE THE FOUR WONDERFUL, HAPPY EYE-ATTRACTING POSTERS YOU CAN USE TO CATCH THEM COMING AND GOING!









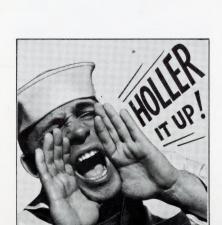
If it's ATTENTION you're looking for in SELLING your pictures, you'll surely get it for your engagement of "McHALE'S NAVY" with these FOUR FULL-COLOR DOOR PANELS.

They're really loaded with SELL-APPEAL—and will surely attract attention with their happy and artful illustrations and colorful appeal. Each panel measures 20 inches by 60 inches and is designed to be used in a variety of ways. Their planned sizes make them perfect for your lobby

or auditorium doors, on foyer pillars, on walls and in displays, and as attractive backgrounds for store windows.

The small investment is certain to pay off for you in large box-office dividends. ORDER the entire set direct from your local NATIONAL SCREEN SERVICE BRANCH—and you'll find out for yourself how helpful the "McHALE'S NAVY" DOOR PANELS will be to your campaign!





TV PAGE PUBLICITY PLANTING ...

With "McHALE'S NAVY" being one of television's most popular programs for the past two years, the news of their first full-length motion picture — and in color — belongs on the TV pages as well as in the amusement section of your local newspapers.

Be sure to plant both publicity stories and photos about "McHALE'S NAVY" comedy feature and your own theatre playdate information with the TV editors. If possible, invite them to an advance screening or preview, or else be sure they catch your opening day shows. It should pay off handsomely in extra publicity!

Banner Accessories

DELUXE FLUORESCENT SECTIONAL VALANCE—Made of glowing fluorescent satin with shimmering letters and flowing fringes. ORDER ANY LENGTH NEEDED AT \$1.65 PER FOOT. (Minimum size, 10 ft.)

3-PIECE STREAMER—An attractive 17" long banner, priced at \$16.50 each. 9' x 12' FLAG OR WALL BANNER—Single-Faced, \$60.00. Double-Faced, \$110.00.

FLUORESCENT USHER'S BADGE-40c each.

In U.S.A., order from your nearest

NATIONAL SCREEN OFFICE

Manufactured by
NATIONAL FLAG & DISPLAY COMPANY, 43 W. 21st St.
New York 10, N. Y. (Tel. OR 5-5230)

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TV TELOP OR SLIDE

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